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“Analysing the Impact of Short-Form Video Content on Brand Awareness: The Instagram Reels and YouTube Shorts Phenomenon.”

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ABSTRACT:

The rise of short-form video content has reshaped the landscape of digital marketing and consumer engagement. Platforms like Instagram Reels and YouTube Shorts have enabled brands to connect with audiences through brief, captivating, and algorithm-optimized videos, maximizing visibility. This paper explores how short-form videos enhance brand awareness, drive consumer interactions, and amplify influencer marketing. The study draws insights from surveys and industry reports, revealing how these videos boost brand recall and influence purchasing decisions, especially among younger demographics. Despite their effectiveness, challenges such as algorithm dependency, content saturation, and monetization hurdles remain. The paper concludes that brands must embrace creative strategies, data-driven content, and influencer collaborations to fully capitalize on the potential of short-form videos.

INTRODUCTION:

In recent years, short-form video content has become a cornerstone of digital marketing, transforming how brands engage with their audiences. Platforms such as Instagram Reels and YouTube Shorts have redefined video consumption patterns by prioritizing concise, visually dynamic, and trend-driven content. With the growing preference for bite-sized entertainment, particularly among Gen Z and Millennials, short-form videos have emerged as a powerful marketing tool for brands and content creators alike.

This research explores the impact of short-form videos on brand awareness, highlighting their role in enhancing consumer engagement, boosting visibility, and fostering influencer collaborations. It also examines the algorithmic advantages that make short-form content highly discoverable. Additionally, the study addresses challenges such as content oversaturation, inconsistent monetization models, and unpredictable platform algorithms, which can hinder sustainable growth. By analysing both primary and secondary data, the paper provides valuable insights into how brands can effectively leverage short-form video content for marketing success.

RESEARCH OBJECTIVES:

1. To evaluate the impact of Instagram Reels and YouTube Shorts on brand visibility and consumer engagement.
2. To analyse consumer preferences and behaviour patterns related to short-form video content consumption.
3. To explore how brands and influencers utilize short-form videos as a marketing tool to enhance reach and influence.
4. To identify the challenges and limitations associated with short-form video marketing strategies.

LITERATURE REVIEW:

1. Evolution of Short-Form Video Content

Short-form video content has rapidly emerged as a key player in digital marketing, reshaping how brands connect with consumers. The introduction of platforms like Vine and TikTok marked the beginning of the short-form content trend, which was further amplified by Instagram Reels and YouTube Shorts. According to **Smith (2021)**, these platforms capitalize on concise, visually engaging, and algorithm-optimized content to capture and retain audience attention. Research highlights that Gen Z and Millennials prefer short-form content due to its quick, entertaining, and easy-to-consume nature (**Johnson & Lee, 2022**). The shift towards snackable content reflects changing consumption patterns, making short form videos a strategic tool for brands to boost awareness and visibility.

2. Impact of Short-Form Video on Brand Awareness

Several studies demonstrate that short-form videos significantly enhance brand visibility by taking advantage of platform algorithms that prioritize high-engagement content. According to **Brown (2023)**, brands leveraging Instagram Reels and YouTube Shorts experience increased organic reach, better

audience interaction, and improved brand recall compared to traditional marketing methods. The viral nature of short-form content allows businesses to reach a wider audience with lower advertising costs. Reports by **Kumar et al. (2022)** highlight that engaging short-form videos have a stronger potential for virality, helping brands tap into new demographics with minimal investment.

3. Consumer Behaviour and Engagement Patterns

Research on consumer behaviour reveals that declining attention spans have made short form videos a preferred content format. According to **Anderson & Thomas (2023)**, viewers are more likely to consume and interact with brief, dynamic videos rather than longer content pieces. Emotion-driven and relatable content, such as trending challenges, humorous skits, and visually captivating clips, generates higher engagement rates. As noted by **Davis (2021)**, content that triggers emotions—whether through humour, nostalgia, or excitement—encourages users to like, comment, and share more frequently. Additionally, the dopamine-driven reward system triggered by continuous short-form content consumption fosters platform addiction and prolonged viewing (**Williams, 2022**).

4. Role of Influencers in Short-Form Video Marketing

Influencer marketing has become an essential strategy for short-form video campaigns, as creators offer a trusted voice and relatable content. Research indicates that micro-influencers (10K–100K followers) often achieve higher engagement rates than celebrities due to their authenticity and niche audience connection (**Chen & Park, 2023**). Brands collaborating with influencers benefit from increased credibility and higher conversion rates, as consumers perceive influencer endorsements as genuine and trustworthy (**Taylor, 2022**). The use of influencer partnerships in short-form videos allows brands to amplify their reach, enhance brand recall, and drive purchase decisions.

RESEARCH METHODOLOGY:

Research Design

This study adopts a quantitative research approach to examine the impact of short-form video content on brand awareness. The primary goal is to analyse how platforms like Instagram Reels and YouTube Shorts influence consumer engagement, brand visibility, and influencer marketing effectiveness. The research focuses on measuring audience behaviour, interaction patterns, and purchasing decisions influenced by short-form content.

To ensure the accuracy and reliability of the findings, the study integrates both primary and secondary data sources. This mixed-method approach offers a comprehensive understanding of the current trends and challenges associated with short-form video marketing.

Data Collection Methods

The study uses two key data collection methods:

1. Primary Data:

- A structured questionnaire was distributed to a diverse group of social media users, digital marketers, and influencers.
- The questionnaire aimed to gather insights into content consumption habits, brand recall, and engagement patterns related to short-form videos.
- It included sections on demographics, user preferences, and behaviour-based questions to evaluate the effectiveness of short-form video marketing.

2. Secondary Data:

- The research draws on industry reports, case studies, journal articles, and digital marketing publications to validate and strengthen the findings from primary data.
- Reports from Meta (Instagram's parent company) and YouTube were reviewed to understand algorithm trends, content visibility factors, and marketing effectiveness.
- Additionally, insights from market research studies and scholarly papers were used to highlight the broader impact of short-form video content on consumer behaviour and brand awareness.

DATA ANALYSIS AND INTERPRETATION:

1. Frequency of Short-Form Video Consumption

The data reveals that 75% of respondents watch short-form videos daily, with 47.5% engaging multiple times a day. This highlights the widespread popularity of platforms like Instagram Reels and YouTube Shorts, making them highly effective for brand promotion and visibility.

2. Engagement with Branded Content

About 85% of respondents interact with branded short-form videos, with 40% frequently liking, commenting, and sharing. This indicates that branded short-form content drives strong audience engagement, enhancing brand reach and visibility.

3. Influence on Purchase Decisions

The study shows that 85% of respondents are influenced by short-form videos when making purchase decisions. Of these, 35% are strongly influenced, highlighting the persuasive power of short-form content in shaping consumer behaviour.

4. Platform-Specific Preferences

The data indicates that Instagram Reels is preferred for lifestyle, fashion, and influencer content, while YouTube Shorts is favoured for educational and tutorial videos. This underscores the need for platform-specific content strategies to maximize impact.

FINDINGS:

The research reveals several key insights:

1. High consumption rates: 75% of respondents watch Instagram Reels and YouTube Shorts daily, highlighting their widespread popularity.
2. Strong engagement with branded content: 85% of users interact with branded short-form videos, boosting brand reach and visibility.
3. Influence on purchase decisions: 85% of respondents admit being influenced by short-form videos in their buying choices, showcasing their marketing effectiveness.
4. Power of influencer marketing: Consumers trust authentic, relatable content from influencers more than traditional advertisements.
5. Algorithm-driven visibility: Short-form videos benefit from platform algorithms, enhancing discoverability, though brands must adapt to content saturation and shifting trends.

CONCLUSION:

This study confirms that short-form video content has transformed digital marketing, offering brands a powerful tool to boost awareness, engagement, and influence. Platforms like Instagram Reels and YouTube Shorts enable brands to connect with audiences in dynamic, entertaining, and impactful ways.

However, the findings highlight challenges such as algorithm dependence, content oversaturation, and limited monetization opportunities. To remain effective, brands must innovate continuously, track audience preferences, and collaborate with influencers for maximum impact.

Ultimately, short-form video content is not just a trend—it is a critical marketing strategy that will continue to shape brand-consumer interactions in the digital era.

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